



Four Roses[®]

BOURBON

FOR IMMEDIATE RELEASE

Contact:

Christen Smith
(502) 589-7711
csmith@bch.com

Julie Gorham
(502) 839-2638
jgorham@fourrosesbourbon.com

Four Roses ‘NuLuDays’ Cocktail Challenge Puts Louisville in the Holiday Spirit

LOUISVILLE, Ky. (November 18, 2019) – Five local mixologists from Louisville’s popular NuLu district are handcrafting holiday-themed Bourbon cocktails with Four Roses in hopes of winning the **5th Annual NuLuDays Holiday Cocktail Challenge**.

Each participating location has created a signature cocktail using Four Roses Small Batch to be served at their establishment during the three-week contest period – Saturday, November 30 to Friday, December 20. Their goal is to collect the most votes, in hopes of winning cash prizes, Four Roses swag and a spot on the nice list.

Participating bars and restaurants, as well as the names of their entries, include:

- **Against The Grain** – *Chai Need a Holiday*
- **Garage Bar** – *Thurman Murman*
- **Nouvelle** – *Winter’s Heart*
- **Taj** – *A Night At The Movies*
- **Rye** – *There Goes Christmas*

Guests of the competing locations are invited to enjoy the signature holiday cocktails around NuLu. After sampling cocktails (no minimum number of samples required), guests can vote for their favorite entry by simply visiting www.NuLuDays.com and clicking on their favorite cocktail.

Winners will be announced the week of December 22. The first-place winner will receive \$1,000, a signed bottle of Four Roses from Master Distiller Brent Elliott and a signature barrel head. Second place will receive \$750 and third place will get \$500. Both second and third place will receive a signed bottle of Four Roses.

New to 2019, the NuLuDays Holiday Cocktail Challenge will feature the inaugural **NuLuDays Sip & Stroll**, powered by Do502. The stroll will begin at Against the Grain, and participants are invited to follow the Four Roses and Do502 activations as they make their way down Market Street, visiting each location and sampling exquisite seasonal cocktails.

Date: Saturday, November 30

Time: 5-9 p.m.

Location (Sip & Stroll Starting Point):

Against the Grain
401 E. Main Street
Louisville, KY 40202

Four Roses and Do502 have also partnered with Lyft this year to provide NuLuDays participants with a safe ride home. Participants can use promo code SIPNSTROLL in the Lyft App to redeem a discounted ride, courtesy of Four Roses and Do502.

For more information on the NuLuDays Holiday Cocktail Challenge or NuLuDays Sip & Stroll, follow Four Roses on [Facebook](#), [Twitter](#) and [Instagram](#), or visit the Do502 [Facebook Event Page](#).

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